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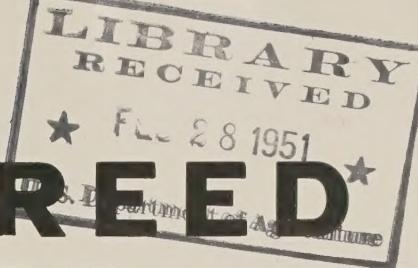
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1951 SEASON

COKER'S PEDIGREED TOBACCO SEED

1950 BREEDER'S REGISTERED SEED



COKER'S PEDIGREED SEED COMPANY

Hartsville



South Carolina

The South's Foremost Seed Breeders

Coker's Pedigreed

GOLDEN HARVEST '50

Coker's Golden Harvest was offered to the growers in the flue-cured belt for the first time in 1948, and since then has established itself as top money maker from Florida to Virginia. Never before have we received so many favorable reports from over such a wide area on any of our tobaccos.

The seven years which went into the breeding of this variety are now paying dividends to Golden Harvest growers over the entire flue-cured belt in higher yields, superior quality, disease resistance, and net profit.

RESELECTED FOR 11 GENERATIONS ON DISEASED SOIL

Golden Harvest '50 is from a selection out of a cross between Gold Dollar and 400. This variety has been inbred and reselected for 11 generations on root knot and meadow nematode infested soils in the field and greenhouse. Golden Harvest '50 has shown not only considerable resistance to nematodes, but also a fair degree of tolerance to some soil borne diseases such as soreshin and some leaf spots.

EXCELLENT QUALITY AND HIGH YIELD PER ACRE

Golden Harvest '50 has a long, broad leaf which cures easily to a good lemon yellow and has the body and other good qualities of Gold Dollar, combined with the best qualities of the 400 parent. Its vigor and nematode resistance allow full and normal development of the leaf, uniform ripening, and systematic harvesting. It will stand in the field longer without burning than most of our standard varieties. The leaves should be ripened fully before cropping. The average yield has been higher than that of either of the parents and considerably more than our standard varieties in our tests to date.

WIDELY ADAPTED

Golden Harvest '50 plants are slightly taller than Gold Dollar, averaging about 20 leaves per plant which are well spaced on the stalk. The tip leaves are better than average size. It has a high degree of storm resistance, and is adapted to a wide range of soil conditions.

FRONT COVER—This outstanding field of Coker's Golden Harvest was produced by Mr. B. F. Singletary, veteran tobacco grower of Horry County, South Carolina.

NORTH CAROLINA—Mr. Charles Inman of Guilford County is shown here inspecting his fine crop of Coker's Golden Harvest. Note the smooth texture of the leaves and vigorous growth of plants in this field.

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NORTH CAROLINA, OLD BELT—Mr. Ruben French of Rockingham County is pleased with the nice crop of Coker's Golden Harvest he produced this past season.



NOTES OF IMPORTANCE

1. Golden Harvest is not resistant to Black Shank and should never be planted on soils that are known to be infested with this disease.
2. Golden Harvest was bred to stand in the field longer without burning. This is a most desirable quality, especially for those farmers who are limited in barn room, and all growers during periods of extremely hot, dry weather. This variety grows with a yellowish cast, and care should be taken to allow the leaves to fully ripen before cropping. The leaves are ripe when they break clean from the plant, and the green fades from the veins.

DESCRIPTION

WEIGHT—A high producer of quality tobacco. This tobacco gives more pounds per acre than any of our standard varieties as shown in our tests to date.

CURING—Cures easily about like its Gold Dollar parent.

LEAF—A large broad leaf averaging in the center of the stalk from 18 to 22 inches in length, and 10 to 12 inches in width. Produces a very high percentage of first grade tobacco.

STALK—A medium large stalk that is stiff and very storm resistant.

TEXTURE—The leaf is of medium texture with average size ribs.

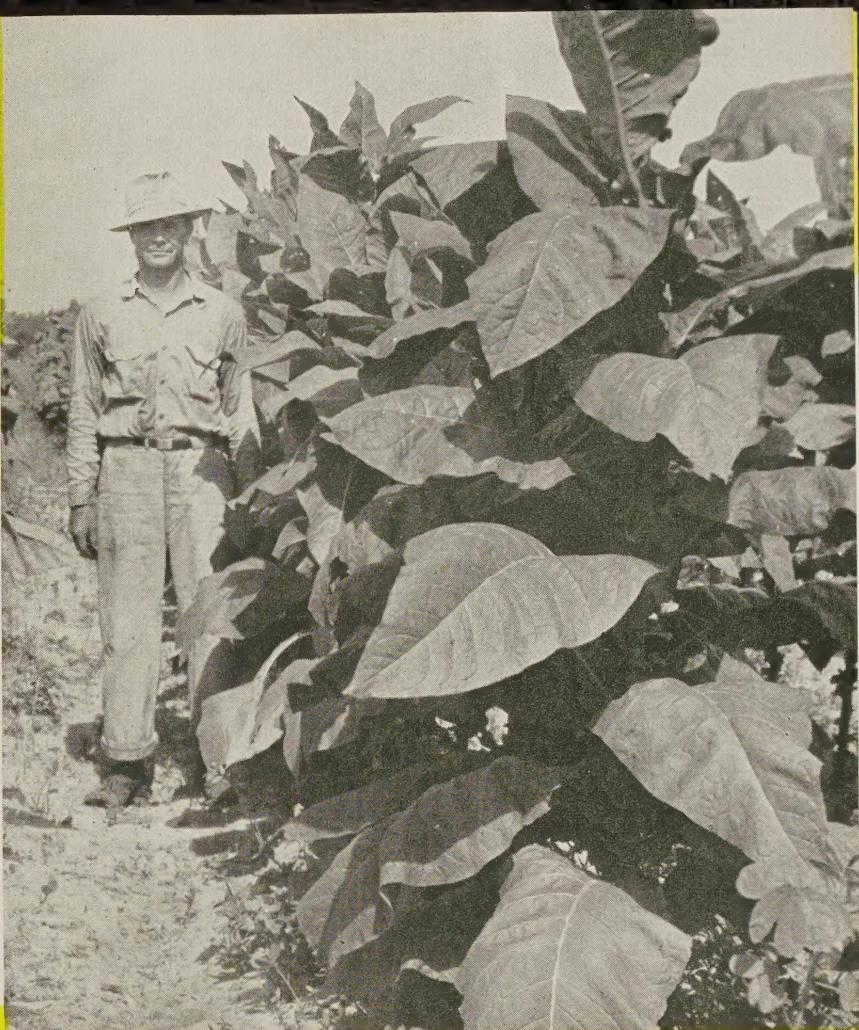
DISEASE RESISTANCE—Relatively high resistance to root knot and meadow nematode. Some tolerance to soreshin and leaf spots.

UNIFORMITY—Very uniform in all growth characteristics.

ADAPTABILITY—Adapted to practically all soil types throughout the flue-cured belt.

PRICES: \$3.00 per ounce, \$22.50 per half pound, \$42.00 per pound, postpaid.

GEORGIA—Coker's Golden Harvest is producing high yields of cigarette tobacco throughout the flue-cured belt. Mr. H. J. Jordan of Blackshear, Georgia, is pleased with his crop shown below.



FLORIDA—Note the desirable leaf spacing in this field of Coker's Golden Harvest which was produced by Mr. Harry Putnal (shown above) of Mayo, Florida.

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GROWERS REPORT ON 1950 CROPS OF GOLDEN HARVEST

LOST A BARN BUT STILL MADE \$1331.00 PER ACRE

"I wanted you to know that my 6 acres of Golden Harvest this year sold 13,562 lbs. for \$7,988.60 and I lost one full 16x16 barn by fire. The record is good enough in itself but would have been quite a record if I had not lost the barn."

Waycross, Georgia
September 19, 1950

Fred Voigt

25 ACRES—\$25,000.00

"My 25 acres of Coker's Golden Harvest brought an average of more than \$1,000.00 per acre this past season. I had a personal crop of 4.7 acres that averaged \$1,226.00. In 1951, I plan to plant Coker's Golden Harvest again."

Lumberton, N. C.
September 29, 1950

Isley Wilcox

PLANTED 65 ACRES WITH EXCELLENT RESULTS

"Please book me one pound Golden Harvest seed. I ordered Golden Harvest seed from you last year and planted 65 acres with wonderful results. I think I will average \$900.00 per acre for the 65 acres. Some acres will sell for way over \$1,000; however, due to too much rain, some land was drowned out."

Ahoskie, N. C.
September 19, 1950

W. H. Basnight

GEORGIA—Mr. and Mrs. R. H. Watson of Union Pharmacy, Nashville, Georgia, Coker tobacco seed distributors, are shown here admiring a field of Coker's Golden Harvest growing on the O. E. Futch Farm in Berrien County, Georgia.

PLANTING GOLDEN HARVEST AGAIN IN 1951

"I was more than pleased with my 1950 crop of Coker's Golden Harvest. The 19.5 acres I planted sold for \$20,557.67, or an average of \$1,054.24 per acre. This was my first crop of Golden Harvest and in 1951 it will be Coker's Golden Harvest again."

Robeson County, N. C.
September 26, 1950

Prentiss R. Barker

AVERAGING WELL OVER \$1,000.00 PER ACRE

"Coker's Golden Harvest brought me an average of \$1,188.00 per acre on 9.9 acres in 1949, and my 1950 crop of the same acreage is averaging well over \$1,000.00 per acre. Needless to say my 1951 crop will be Golden Harvest."

Laurel Hill, N. C.
September 28, 1950

T. W. Gentry

HIGHLY RESISTANT TO NEMATODES

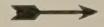
"On 14.7 acres of Coker's Golden Harvest tobacco I averaged 1,816 pounds of good quality cigarette tobacco per acre, which sold for better than 60¢ per pound, giving me a net return of \$1,065.00 per acre after all selling charges were paid. Although my soil is heavily infested with nematodes, Golden Harvest showed no loss from this disease and cured good from lugs to tip."

Darlington, S. C.
October 4, 1950

R. E. James

NORTH CAROLINA, BORDER BELT—This picture shows why Andrew Torain, cropper on the R. H. Gentry Farm near Maxton, North Carolina, is so well pleased with Coker's Golden Harvest tobacco. Last year, Andrew averaged \$1,188.00 per acre with Golden Harvest. His crop this year is also turning out exceptionally well.

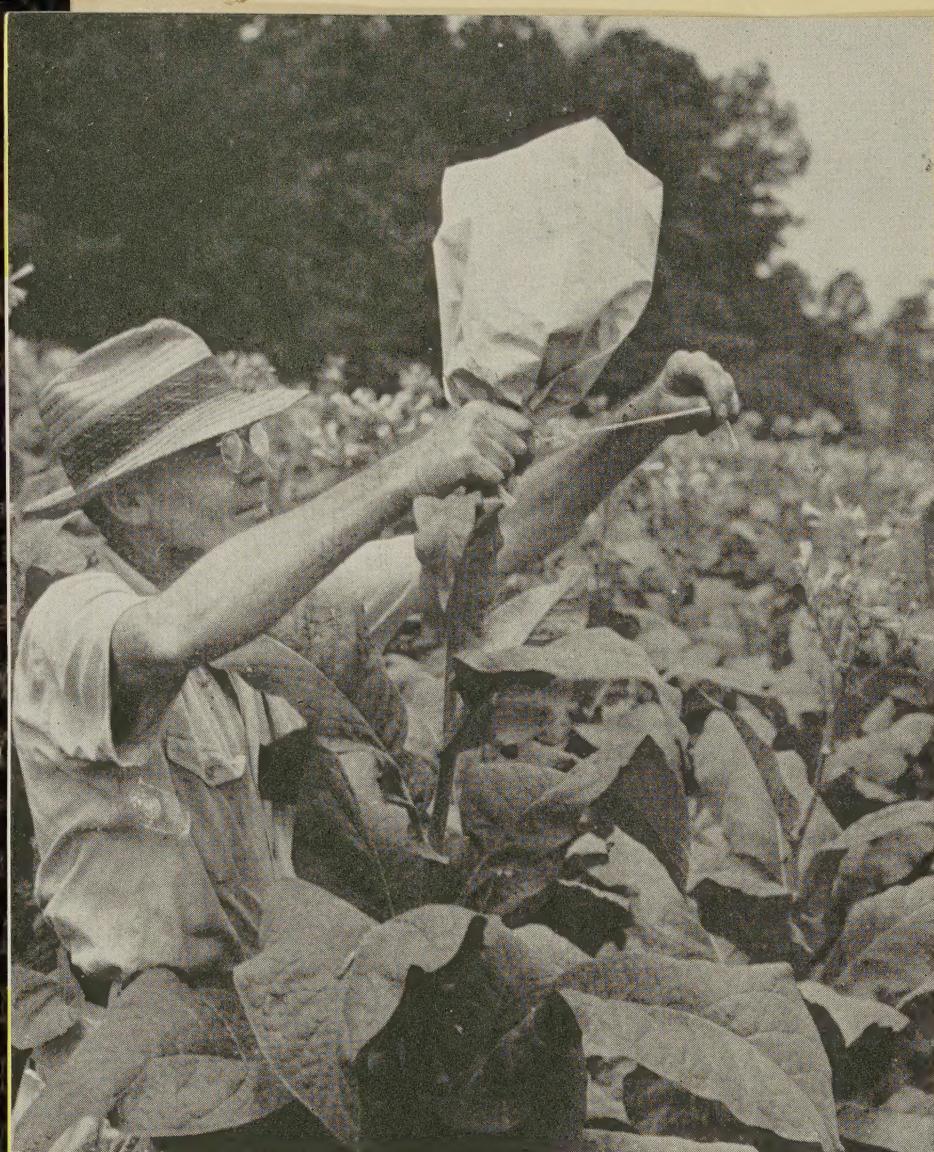
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OUR TOBACCO

By C. H. ROGERS, Ph.D.



Better tobaccos are produced by reselection out of standard varieties, and by the crossing or hybridization of different varieties or different types of tobacco to incorporate the best qualities of each parent. Since beginning our tobacco improvement program in 1927, we have utilized all available material to produce better strains of standard varieties and new types from hybrids.

Following the hybridization or crossing of different kinds of tobacco, it is necessary to reselect for many generations in order to obtain a well stabilized line with the characteristics desired. Each year thousands of selected plants are bagged with waterproof bags to prevent crossing. Individual primings from many hundreds of plants selected out of these thousands are tagged and cured so that quality determinations can be made on the leaf as it goes to the warehouse floor. Those plants that have the best field and cured leaf characteristics are then planted the following year in a separate row to obtain further data as to disease resistance, type and curing qualities. Planting stock for following season's sales is obtained from the best performing plants in each variety.

BREEDING FOR DISEASE RESISTANCE

Since tobacco diseases cause an average annual loss of about 15% of the crop, amounting to around \$75,000,000 or more, in the flue-cured belts, considerable effort is

Mr. J. V. Williamson, in charge of our tobacco seed production program, is shown bagging an individual plant selection to prevent pollination.

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BELOW—One of our tobacco nursery plots showing



TABACCO BREEDING PROGRAM

Ph.D., PLANT PATHOLOGIST—COKER'S PEDIGREED SEED COMPANY

expended towards breeding tobaccos that are not only resistant to these diseases, but at the same time produce as high a yield of top quality tobacco as would be obtained from any of the standard varieties grown at the present time, whether produced on diseased soils or non-diseased soils.

Our aim is to produce one or more varieties that will have resistance to all or most of the important tobacco diseases. This program involves the hybridization or crossing of many types, including wild tobaccos with our standard flue-cured varieties, in an effort to obtain the necessary combinations that will provide disease resistance along with high quality smoking tobacco. Our overall program, for example, in 1950 included approximately 7500 individual plants bagged, about 2500 primed separately, 1426 hybrids and varietal lines in separate plant to row plots, and 42 hybrids and selected lines tested for yield, quality, adaptability, and general field characteristics in a variety strain test. Of these 42, fifteen are being processed and analyzed by one of the major tobacco companies to determine the manufacturing and smoking properties of each. This co-operative project is in its third year, and tests to date indicate that many new hybrids, including Golden Harvest and Golden Wilt, recently released, have superior smoking qualities as compared to many of our standard varieties.

Dr. C. H. Rogers removing pollen bearing anthers from tobacco blooms in preparation for cross breeding with another variety. Our Coker's Golden Wilt, which is resistant to Fusarium and Granville Wilt, was bred from such a cross made on plants grown on heavily infested soils.

Photo showing hundreds of bagged plant selections.

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Coker's Pedigreed

Coker's Golden Wilt has been reselected for nine generations out of a cross involving Virginia Bright Leaf and 448A, an introduction by the Tobacco Division of the United States Department of Agriculture from South America. The leaves have a puckered appearance with a tendency to smooth out as ripening progresses; are above average size with fairly blunt tip and medium narrow at the point of attachment to the stem; and spaced closer than average on the stalk, giving from 20 to 22 leaves on a 4 to 4½ foot plant. It is medium late in blooming.

COMBINES DISEASE RESISTANCE WITH GOOD QUALITY AND WEIGHT

Coker's Golden Wilt is not only resistant to Granville Wilt, but also shows good resistance to Fusarium Wilt, which is spreading rather rapidly, especially in the border belt and eastern North Carolina. In addition to this, it also carries some factors for Mosaic resistance and comparatively high nematode resistance. The leaf cures to a rich lemon color, is of excellent texture, medium bodied, and produces a high yield of excellent quality cigarette tobacco, standing very high in our 1948, '49, and '50 tests.

IMPORTANT NOTE

Although the Golden Wilt variety was bred on Fusarium and Granville Wilt infested soils and has proved to be resistant under all growing conditions experienced thus far, it is possible that variations might occur in these disease producing organisms, especially under certain climatic or soil conditions which would possibly result in an infection causing some plants to die. It is known that new races or strains of disease organisms develop from time to time.

NORTH CAROLINA, FUSARIUM WILT SOIL—Mr. N. C. White of Columbus County lost 75 per cent of a non-resistant variety in this field last year. With Coker's Golden Wilt, Mr. White produced the fine crop he is shown inspecting here.



Photo taken on severely infested Granville Wilt soil near Durham, North Carolina, where some of our disease breeding work is conducted. Note severely infested row of non-resistant variety on left. Vigorous, highly resistant Coker's Golden Wilt on right. Dr. C. H. Rogers is shown making notes on wilt reaction.

NORTH CAROLINA, GRANVILLE WILT SOIL—This fine crop of Coker's Golden Wilt was grown on Mr. V. Herman Britt's farm near Lumberton, North Carolina. This farm is heavily infested with Granville Wilt. Mr. Britt (left) is showing Charles Warwick of Lumberton Trading Company, the many desirable characteristics to be found in this variety.

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GOLDEN WILT '50 RESISTANT TO GRANVILLE AND FUSARIUM WILT

Care should be exercised not to over fertilize this variety. The leaves should be primed as soon as they have a yellow or ripened appearance in the field. Ordinarily it takes from 12 to 18 hours less to color and cure this variety than most of the standard types. It is important not to color too long when curing Golden Wilt. This variety is more easily over-colored than the average tobacco, and care to prevent this is essential for top-quality cured leaf. Our experience has shown that this variety does not cure well with most of the standard flue-cured types, as it colors more rapidly and cures more easily and quickly than most varieties.

Golden Wilt has been outstanding with respect to yield and money value per acre, both on diseased soils and non-infested soils. During the past three years, it has been near the top in all of our variety tests.

DESCRIPTION

WEIGHT—Golden Wilt has been near the top in our '48, '49, and '50 yield tests even on non-infested soils.

CURING—The ripe leaf cures easily to a rich lemon of excellent quality and texture.

LEAF—A comparatively broad leaf with rather blunt tip. Puckered between veins, smoothing out somewhat at the time of ripening.

Chemical analysis made by one of the leading cigarette companies has shown this to be a most desirable cigarette tobacco.

STALK—Medium in size with good storm resistance.

TEXTURE—Smooth with below average size ribs.

DISEASE RESISTANCE—Resistant to Granville and Fusarium wilts. Good resistance to nematodes. This variety is not resistant to Black Shank.

SEASON—Late blooming, average maturity.

UNIFORMITY—Nine generations of inbreeding has produced uniform growth characteristics.

ADAPTABILITY—Adapted to all soil types throughout the tobacco belt with the exception of the extremely heavy types.

PRICES: \$3.00 per ounce, \$22.50 per half pound, \$42.00 per pound, postpaid.

We do not recommend Golden Wilt over Golden Harvest except on soils infested with Granville or Fusarium Wilt.

RESISTS GRANVILLE WILT—HEAVY PRODUCER OF HIGH QUALITY TOBACCO

"In 1950 I planted Coker's Golden Wilt on my farm which is infested with Granville Wilt. I found Golden Wilt to be a heavy producer of high quality cigarette tobacco on both infested and non-infested soils. I had no trouble with wilt in my crop and plan to plant Coker's Golden Wilt in 1951."

Lumberton, N. C.
October 1, 1950

V. Herman Britt

ONE OF FINEST CROPS HAVE EVER GROWN

"I planted Coker's Golden Wilt in 1950 because my land is infested with Granville Wilt. My crop with this tobacco was one of the finest I have ever grown, averaging 1887 pounds per acre which sold for \$1,073.38. My crop will be in Coker's Golden Wilt in 1951."

Hemingway, S. C.
October 2, 1950

Willie Tanner

Coker's Pedigreed MAMMOTH GOLD

Coker's Mammoth Gold originated from a selection out of a cross of Gold Dollar and Yellow Mammoth. It combines the best features of each of its parents, giving the grower high yields, good quality, and wide adaptability.

Mammoth Gold is one of the most outstanding of the medium leaf varieties as shown by its wide acceptance by growers throughout the flue-cured belt. This year's Mammoth Gold is an early maturing variety with unusual vitality. The sixteen years that have gone into the inbreeding and selecting have intensified the good qualities that this tobacco has long been known to possess. The breeder registered seed we are offering our customers this season are the nearest approach we have been able to make in this variety towards our goal of an ideal cigarette tobacco.

DESCRIPTION

WEIGHT—Among the best of the medium leaf tobacco varieties.

CURING—One of the easiest to cure of all the pedigreed varieties. Holds its color well and cures out to a rich lemon color.

LEAF—A medium sized leaf rounding out to a good tip.

STALK—The stalk is medium to tall with well-spaced leaves.

TEXTURE—Medium to smooth texture with average ribs.

SEASON—Matures about a week earlier than most varieties.

PRICES: \$2.00 per ounce, \$15.00 per half pound, \$28.00 per pound, postpaid.

Coker's Pedigreed GOLD DOLLAR

Coker's Gold Dollar is one of the best-known of all the cigarette type tobaccos. Its remarkable uniformity of type, size, and shape of leaves, height of plant, and wide adaptability have made this one of the most widely planted of all flue-cured varieties. The Gold Dollar we are offering for 1951 is the best strain we have ever offered. It has shown more tolerance to root knot and meadow nematode than any of our past strains. Our latest strain has been refined and improved by more than twenty generations of inbreeding and selecting. This variety should be allowed to fully ripen before harvesting.

DESCRIPTION

WEIGHT—Combines good weight with desirable quality.

CURING—Easy to cure. Very few blue butts.

LEAF—Long, medium broad; fills out to a good tip.

STALK—Medium to tall.

TEXTURE—Among the best of the medium leaf tobacco varieties.

ADAPTABILITY—Has given satisfactory results on most types of tobacco soil in the flue-cured belt.

PRICES: \$2.00 per ounce, \$15.00 per half pound, \$28.00 per pound, postpaid.

Coker's Certified **402**

This variety was bred by the North Carolina Tobacco Experiment Station at Oxford, North Carolina. It is a selection from a cross of Jamaica Wrapper and 400. Our 402 seed were produced on our farms from planting stock which we originally secured from the North Carolina Tobacco Experiment Station. 402 possesses the vigor and size of the 400 parent. The leaf is of the Jamaica type, but much broader and when cured is relatively thin and predominantly luggy. The leaves are spaced a medium distance on the stalk and grow with a yellowish cast which should be taken into consideration with harvesting.

PRICES: \$2.00 per ounce, \$15.00 per half pound, \$28.00 per pound, postpaid.

Mr. Gray of the Sherwin Feed and Seed Company of Greensboro, North Carolina, Coker seed distributors, is inspecting a field of Coker's 402 on the Robert Loggins Farm in Guilford County, North Carolina.



Coker's Pedigreed **YELLOW MAMMOTH**

Yellow Mammoth is one of our oldest varieties which is especially well suited for planting on medium to heavy sandy loam soils. This tobacco has a medium stalk, long, medium broad leaves well spaced on the stalk. It combines good weight with quality and cures to a rich lemon color. Our pedigree strain is a distinct improvement on the general strain. It is important that care be taken to see that this tobacco is fully ripe before gathering as it grows with a yellowish cast.

PRICES: \$2.00 per ounce, \$15.00 per half pound, \$28.00 per pound, postpaid.

OUR CLAIMS. The claims we make for our seed are based on their actual performance in our breeding plots, variety tests and increase fields. They are ALL bred, grown, prepared, tested and stored under our personal supervision and control.

EFFECT OF GROWING CONDITIONS. Our descriptions are based on the actual records that our varieties have produced in our tests, and they will show the same characteristics elsewhere under the same conditions. Drought or POOR CONDITIONS will result in a reduced yield and poorer quality—no matter what variety is planted.

Coker's Certified **BROADLEAF HICKS**

Coker's Broadleaf Hicks is a selection made by our breeders out of the standard Broadleaf variety. We have found this selection to be superior in quality and yield to the standard line.

The long, medium broad leaves cure to a bright lemon color. This variety has grown in popularity in certain parts of the North and South Carolina flue-cured areas, and our work with this tobacco has been directed towards giving these growers the best selection possible in this variety.

Coker's Broadleaf Hicks is uniform in all growth characteristics, has a medium size, stiff stalk, and is adapted to practically all soil types throughout the flue cured belt.

PRICES: \$2.00 per ounce, \$15.00 per half pound, \$28.00 per pound, postpaid.

Our tobacco seed have been carefully recleaned, treated against disease and tested for germination. However, under no circumstances can we be responsible for the germination of the seed after they are planted, for weather conditions, improper fertilization, and other causes can result in improper germination in the plant bed.



Coker's Certified **OXFORD 1-181**

Resistant to Black Shank

This variety came from a selection made by Mr. J. F. Bulloch, agronomist of the Bureau of Plant Industry, U.S.D.A., located at the Pee Dee Experiment Station, Florence, South Carolina. The 181 selection shows Black Shank resistance comparable to Oxford 1. On soils moderately infested with Root Knot, it makes a noticeably better growth than does Oxford 1. The plant type is very similar to the Virginia Bright Leaf parent with the exception that the variety compares favorably with the medium broad leaf, flue-cured varieties. The leaf, if allowed to fully mature before harvest, will be bright, silky, and of medium body when cured. Our variety test has shown this to be one of the highest yielding of the Black Shank varieties.

PRICES: \$2.00 per ounce, \$15.00 per half pound, \$28.00 per pound, postpaid.

This tobacco has shown relatively high resistance to the Black Shank disease, but light to moderate losses may occur where this disease is particularly severe, especially under unfavorable soil and climatic conditions. Root Knot and Meadow Nematode lesions may offer avenues for entrance of the Black Shank organism and losses may be greater when these two diseases infest the soil from moderate to heavy degree.

This field of black shank resistant Oxford 1-181 was produced by Mr. Posey Adams of Rockingham County, North Carolina. Mr. Adams (left) is shown checking his crop with a representative from the R. M. Gillie Company of Reidsville, North Carolina.

Coker's Pedigreed **BONANZA**

Coker's Pedigreed Bonanza is a good producer of high quality cigarette type tobacco. It is well suited for sandy loam soils and this has probably been a feature in its past record in the Florida Bright Belt. Certain sections of Georgia and South Carolina have also found this to be a profitable variety. It has a medium to large stalk with well-spaced leaves and cures to an excellent yellow color. Our pedigree variety is an improvement over the old Bonanza in that it has longer and wider leaves and does not have a tendency towards reddening that was often found in the general strain.

PRICES: \$1.00 per ounce, \$7.50 per half pound, \$14.00 per pound, postpaid.

Coker's Pedigreed **VIRGINIA BRIGHT LEAF**

Virginia Bright Leaf, another of the older varieties, has made a good record in the eastern section of the flue-cured belt. The strain that we are offering for the 1951 season has the same high-quality leaf that we have offered in earlier strains, but tends to make more pounds per acre. Virginia Bright Leaf has medium to large leaves with small stems and very fine fiber. When gathered as soon as it is thoroughly ripe, it cures easily to a good lemon color.

PRICES: \$1.00 per ounce, \$7.50 per half pound, \$14.00 per pound, postpaid.

GEORGE J. WILDS
PRES.-TREAS. & GEN. MGR.

ROBERT R. COKER
VICE-PRES. & SECRETARY

EDGAR H. LAWTON
VICE-PRESIDENT

COKER'S PEDIGREED SEED COMPANY

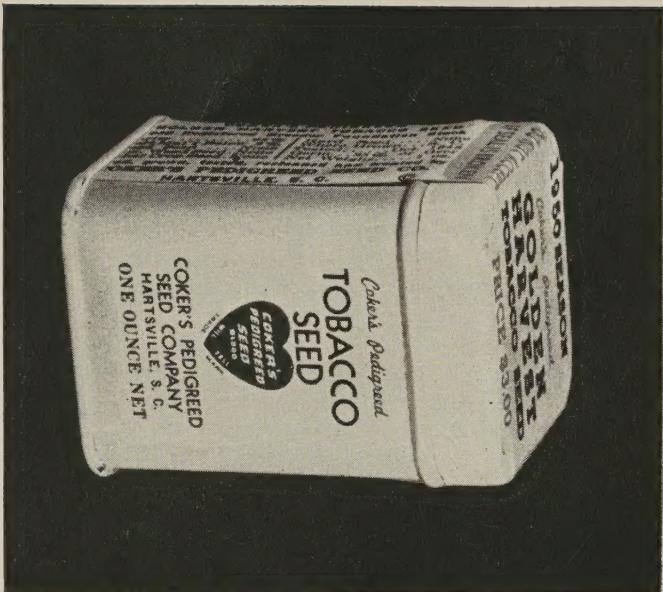
DAVID R. COKER (1870-1938) FOUNDER



THE GUARANTEE OF QUALITY
HARTSVILLE, SOUTH CAROLINA

1951 Season

COKER'S PEDIGREED TOBACCO SEED



Our new metal tobacco seed container first introduced in 1948, has met with the approval and satisfaction of our customers and seed dealers. Safety sealed for your protection—resistant to moisture, insect and mice damage. Our Red Heart trade mark is your guarantee of quality.

RETURN POSTAGE GUARANTEED